

We only have
one planet.

There is no "Planet B"

25+5 SDG: the solid Triple Bottom Line

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The Past

“There is one and only one social responsibility of business – to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud.” -- Milton Friedman 1970



Gone are the days where a perspective such as that above is accepted by society.

→ **What evidence is there that this opinion may no longer (if it ever did) hold?**

The Present

FT 6/18/2019

IS YOUR PORTFOLIO DESTROYING WORLD HERITAGE?



UNESCO World Heritage sites are protected under international treaties and national laws, yet many are at risk from harmful industrial activities. Are the finance and insurance services your company provides funding these threats? Check your portfolios to ensure they are not contributing to the destruction of World Heritage.

Join a growing list of industry leaders that are developing robust policies to safeguard our planet's most precious places. These natural areas provide critical habitat for rare species and are a key source of livelihoods for millions of people around the world.

SAVE OUR SHARED HERITAGE

#SaveOurHeritage – panda.org/sharedheritage

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Media coverage tone on young people 1-6/2019

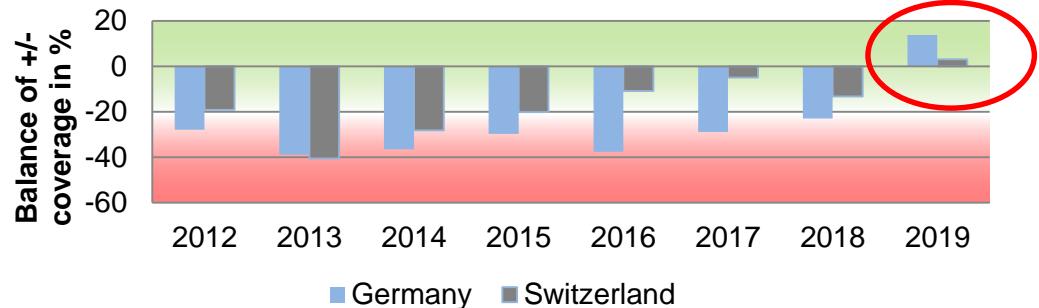


Photo: Unsplash/Mika Baumeister / Data: Media Tenor International

Todays Knowledge

Considered to be the most substantiated study on sustainable investment to date:

“ESG and financial performance: aggregated evidence from more than 2000 empirical studies”, by Friede, Busch & Bassen, found:

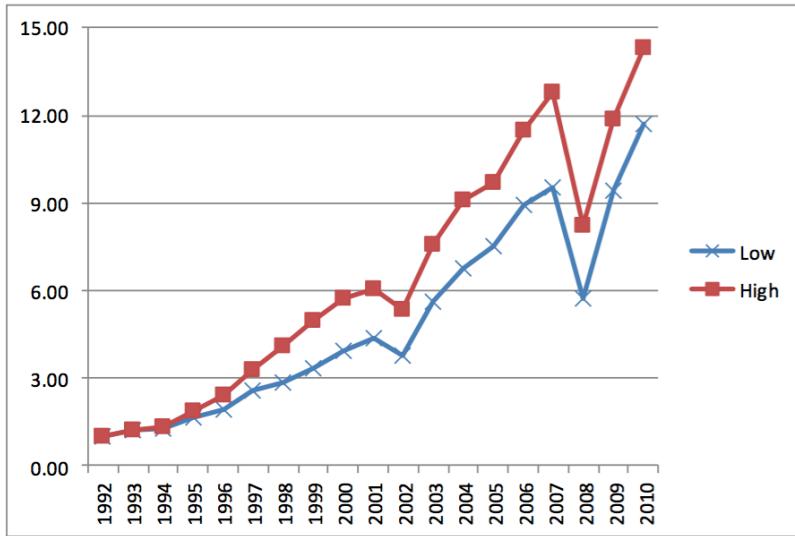
“Roughly 90% of studies find a nonnegative ESG–CFP relation.”

ESG, Environmental Social Governance

CFP, Corporate Financial Performance

So while the past narrative on ESG investment is that it comes at a financial cost; empirical evidence on ESG investment shows that it is at least even with traditional investments and there is indication for outperformance.

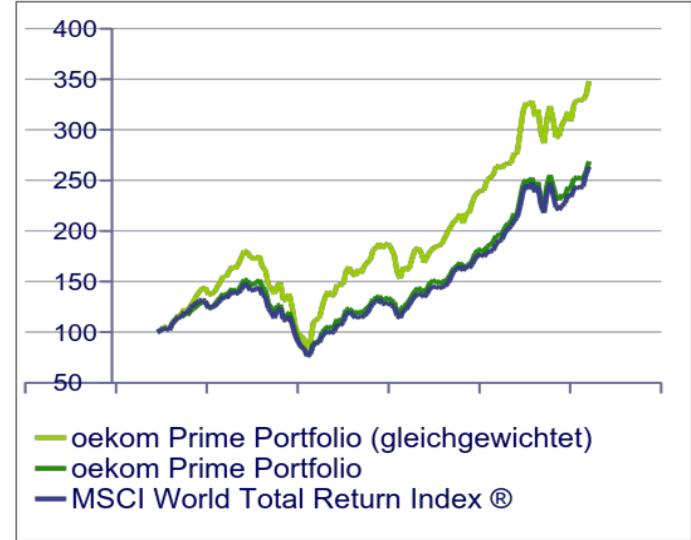
Just Two of 2000 setting the stage



Evolution of \$1 invested in the stock market in equally weighted portfolio

"High Sustainability firms generate significantly higher stock returns, suggesting that indeed the integration of such issues into a company's business model and strategy may be a source of competitive advantage for a company in the long-run."

Source: Eccles, R.G., Ioannou, I. and Serafeim, G., 2014. The impact of corporate sustainability on organizational processes and performance. Management Science, 60(11), pp.2835-285700



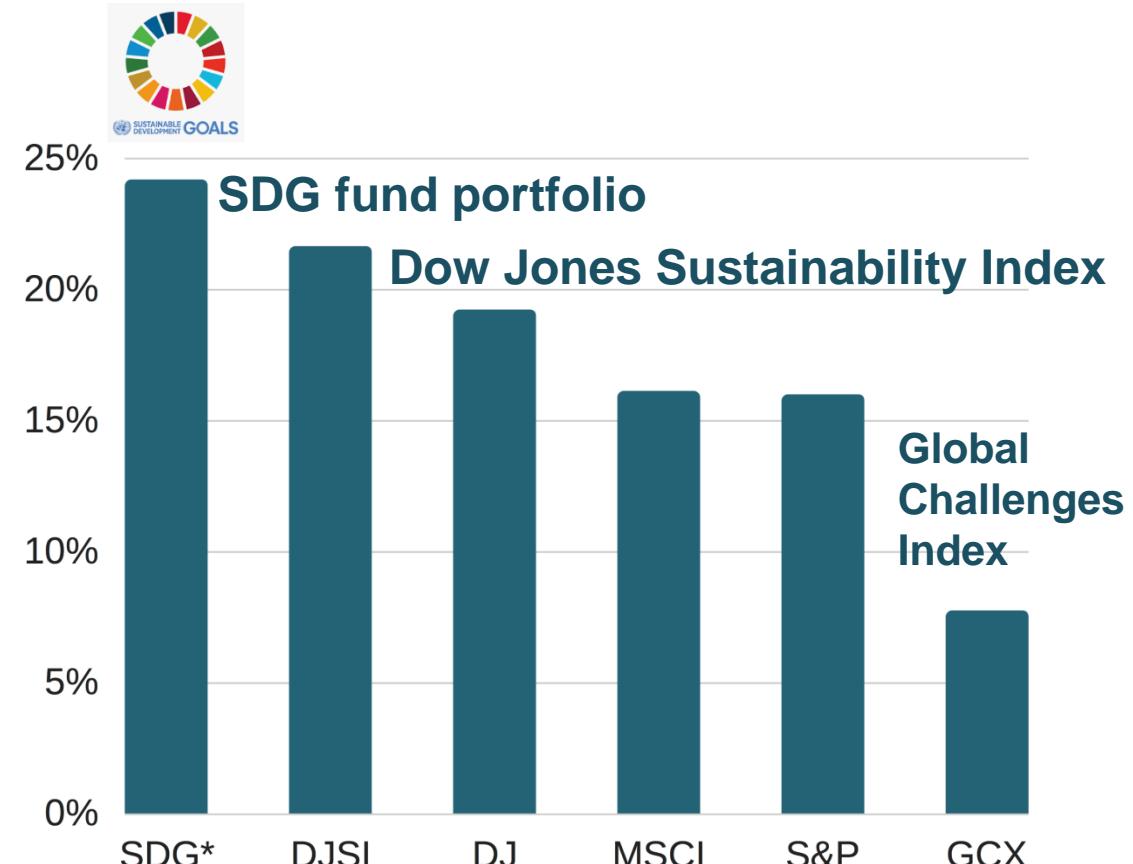
"OEKOM constructs its prime portfolio with companies that are analysed to have excellent or good ESG rating. Analysis involves industry or company specific indicators and general indicators across all industries. Combining both positive and exclusion screening."

Source: Oekom

Bringing the SDGs into play

2017-2019 SDG impact investments provide the potential to progress to superior performance.

Based on these results, UNGSII invites corporates to become more outspoken on their SDG commitment as it helps investors and consumers to be committed as well.



*Based on SCR300

Why UNGSII's results stand out compared to previous mechanisms?

**SDG
driven
IMPACT
investing**

Impact investing: Rather than initial filtering by negatives, UNGSII takes an alternative approach by **focusing on the SDGs**. Why? After 193 heads of states came to the conclusion they want to create a reality in their countries based the these 17 global goals with their 169 detailed targets latest by 2030 it seems a waste of time insisting on old paradigms such as negative screening.

Fridays for Future as well as the new legal framework set up by the EU in regards to disclosure on investment decisions indicate: Committed and transparent Front Runners on SDG implementation will gain the most from the circular economy based solution designed by the 25+5 SDG Cities Leadership platform.

Source: ungsii.org



UNGSII partners with world leaders representing best practices in ALL 17 SDGs to create a realistic implementation by working hand-in-hand with the 25+5 City and Indigenous Community leaders to accelerate progress already by 2025.

Shortlisted Cities to implement the SDGs by 2025



University Cities:

Cambridge/Oxford, Espoo, Iasi, Leipzig, Linz

Cities around 500.000:

Asunción, Bratislava, Gaborone, Nikosia,

Port Said

Cities with 1-5 Million:

Amman, Barcelona, Harare, Mendoza,
Mindanao, Tunis

Mega Cities:

Hangzhou, Mexico City, Noida, Seoul,
Taschkent, Tokyo

UN Cities:

Nairobi, Paris, Santiago de Chile,
San Francisco, Vienna

Future Cities:

Amman Future City, Kuwait Silk City,
Fawley Waterside, Neom, New
Peking,

Mentoring Cities:

Tougan, Djerba

Excellence Hub Cities:

Brasov (E-Mobility)
Montreal (Research Empowerment),
San Marino (Sustainable Agriculture),
Vatican (Carbon & Health)

How it works



After each mayor and the city council of these 25+5 SDG Cities sign the program participation this will take place:

Within the first 30 days – the cities leadership team defines together with UNGSII three SDGs to start with and get the city stakeholders and citizens engaged in the Program.

Within the first 3 months – the city defines the 3 main themes it wants to be perceived for Foreign Direct Investment, tourism etc. in order to start working on the communication plan. The own global conference theme will be decided and first projects filed for finance.

Within the first 12 months – the first priority projects will be implemented and success monitored. First polls run for feedback.

Within the first 2 years – KPIs for each SDGs defined, city management tools developed and PhD support in place to roll out the global Competitions.

December 2025 – the citizens of the city have answered the last time in their quarterly poll the questions whether or not they feel each of the 17 SDGs are now a reality. The city with the best results in its category gets worldwide recognition.

25+5 network gives access to solutions



One concrete solution for SDG 13 and 7

Mexico City, Nairobi, Seoul in an effort to meet its requirements under the Paris Climate-Change Accord, have determined it needs to replace the current bus-fleet by an initial of 3000 zero-emission buses. Without having the budget to finance this task, UNGSII Foundation has negotiated with several bus companies offering next generation zero emission buses. The total investment need of 950 mil.€ was offered to UNGSII partners from the insurances and others to cover the project-financing. UNOPS is preparing the tender to ensure transparent and zero corruption throughout the complete procedure.

As part of the award for production, any company awarded the contract must agree to build the bus locally, thereby creating skilled jobs for the city.

Based on the projected economics and terms of the contract, upon completion of the term loan in 8 years the investors receive their principal investment back plus the 4% for full 8 years. The cities receive the fleet at the estimated value of 50.000€ per bus.

UNGSII provides practical solutions for each of the 17 SDGs not only to its 25 SDG Cities Leadership platform, but to the other 9975 Cities in need for solutions to implement the SDGs latest by 2030. **Request for project finance will be discussed at the SDG Champions Conf June 6-8, Espoo.**

25+5 network provides recognition



Ensuring global awareness for the 25+5 in Global Media

The 25+5 SDG Cities Leadership Platform is an unique Global initiative that connects selected cities with substantial investments for SDG realization, strategic best practice leaders & tools to implement ALL 17 SDGs already by 2025. It supports a holistic effort and scientific data for participating cities to become global activity and knowledge hubs for SDG city development.

An important part of the Platform is to create integrated partnerships between the 25 selected cities with innovative future city projects and mentoring cities across the world. Partnering with the best directors from Hollywood, Bollywood and beyond the 25 Cities as well as the 5 Indigenous Communities will develop KPIs to create the most fascinating televised constructive competition among the 25+5 to showcase to the world this race to the implementation of the SDGs: "When the Nobel meet the Oscars".

Conclusion

Let 25+5
help you become a
relevant and
recognised
PARTNER
of the SDG based
Triple Bottom Line

The past 3 decades most impressive returns were made by investing in IT.

At the same time investments in SDG driven corporates gained comparable returns – but without catching the headlines.

The coming decade belongs to those who manage to blend the best of both worlds ensuring that each investment serves all 3: company, society and nature.

25+5 SDG Cities is proud having CW as one of key partners proofing the point: Circular Economy is our joint 'path to 2030.